

WHAT IS CLAIMED IS:

SUB B47

1. A database server system for a web-based lead generator system, which generates leads via the Internet for potential customers for a business enterprise, comprising:

a data acquisition process for extracting data from the enterprise's internal data sources;

a data mart for storing the extracted data;

a query repository for storing queries presented to the data mart;

a chart repository for storing charts resulting from queries; and

a web server for providing access to the charts by the enterprise, via a web browser.

2. The server system of Claim 1, wherein the data mart stores data in accordance with OLAP-type specifications.

3. The server system of Claim 1, wherein the charts represent customer profiles.

4. The server system of Claim 1, wherein the internal data sources are sales data sources.

5. The server system of Claim 1, wherein the internal data sources are from contact management software.

6. The server system of Claim 1, wherein the internal data sources are from accounting software.

7. The server system of Claim 1, wherein the internal data sources are from ERP software.

8. The server system of Claim 1, wherein the chart repository receives queries via the web server and determines whether it stores a chart corresponding to that query.

9. The server system of Claim 1, wherein the web server services HTTP requests.

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10. A method of providing customer profile data representing profiles of potential customers for a business enterprise, comprising:

extracting profile data from the enterprise's internal data sources;  
storing the extracted data in a data mart;  
storing queries presented to the data mart in a query repository;  
storing charts resulting from queries in chart repository; and  
providing access to the chart repository via a web server in communication with a web browser.

11. The server system of Claim 10, wherein the data mart stores data in accordance with OLAP-type specifications.

12. The server system of Claim 10, wherein the charts represent customer profiles.

13. The server system of Claim 10, wherein the internal data sources are sales data sources.

14. The server system of Claim 10, wherein the internal data sources are from contact management software.

15. The server system of Claim 10, wherein the internal data sources are from accounting software.

16. The server system of Claim 10, wherein the internal data sources are from ERP software.

17. The server system of Claim 10, wherein the chart repository receives queries via the web server and determines whether it stores a chart corresponding to that query.

18. The server system of Claim 10, wherein the web server services HTTP requests.

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